

Abstract of the Disclosure

A service provider solicits content providers to provide advertisements. Each content provider which desires to provide an advertisement will tag the advertisement with various attributes. These attributes comprises information type, zone/area related information, information attributes, information validity, information preferentials and language keys. The service provider then obtains the tagged advertisement information and stores the information in an advertisement database. The service provider then monitors, with the assistance of information provided by the mobile network, the activity of the mobile stations associated with subscribers to determine whether a mobile station has entered a zone/area which matches a zone/area in the advertisement database. If a mobile station has entered such an area, the mobile station has the service activated, and a demographic of a subscriber associated with the mobile station matches criteria specified by the advertiser, the service provider will provide the advertisement to the mobile station.

FOIA b 7 - D